



CONTROL YOUR  
COST,  
INCREASE  
YOUR PROFITS.  
SOUND SIMPLE?

# It is.

These companies did it by improving their company's traffic safety practices. With employers like you paying nearly \$25,000 for each on-the-job crash, it is easy to see how substantial the savings can become. Which is where NETS comes in.

NETS, the Network of Employers for Traffic Safety, is a public- and private-sector coalition that fosters employer traffic safety education and awareness programs and assists employers in developing driver safety programs in the workplace. These programs not only to reduce a company's high cost of crashes, but also strengthens employer-employee relationships. They also show a sense of community activism on the part of employers.

Since 1989, NETS has helped to lessen the human and economic costs that result from crashes within the work force. The success stories highlighted in this packet show that traffic safety programs work. The effectiveness of traffic safety programs is further evidenced by noting that NETS membership has grown to include more than 2,000 organizations nationwide. For more information on how your company can benefit from the cost- and life-saving efforts of NETS, contact your state coordinator or NETS National at (202)452-6005.



# Jaynes Corporation

## Albuquerque, NM

### Background

Jaynes Corporation is a commercial building contractor with approximately 230 employees. Its business requires many employees to drive vehicles of all sizes and operate heavy equipment; therefore they emphasize motor vehicle safety.

### The Problem

Jaynes recognized the need to improve its position in an increasingly competitive construction market. The company decided that the best "return on investment" would come from safer working conditions, which would result in lower insurance premiums, reduced lost work time, and greater savings for the customer.

### The Program

Management implemented the *Jaynes Productivity Program*, a comprehensive workplace safety and employee wellness program. Some key components of the program include: employment pre-screening, training programs, accident investigation and follow-up, rewards and incentives, and substance abuse screening. The program requires appropriate management support and prioritization.

### Results

Despite large increases in its workforce and the number of ongoing projects, Jaynes reduced accident and lost days statistics to less than 25% of the rate prior to the program's implementation. During the last four years, only 11 accidents occurred, compared to 36 in 1984 alone, and "days lost" total dropped from a high of 1,300 in the first year to 14 days in the most recent year. Also, Jaynes' savings in insurance premiums and claims paid are in excess of \$500,000 annually. The result is not only a very competitive position in the marketplace, but more importantly a consistently healthy and productive workforce.

# Lorillard Tobacco Company

## New York, NY

### Background

Lorillard Tobacco is a medium-sized distributor and manufacturer of tobacco products with a sales force of about 1,500. Each member of the field sales force has a fleet vehicle, 81 percent of which are minivans.

### The Problem

Because of the large number of company vehicles, Lorillard had extensive exposure to potential on-the-job crashes. In fact, Lorillard drivers generally log around 32 million miles annually, or 21,000 per vehicle, so management was understandably concerned about employees' traffic safety.

### The Program

A traffic safety awareness program was adopted which includes a quarterly newsletter, *Wheels in Motion*, along with alcohol and safety belt policies, an accident review committee, and advanced driver training for all new employees. The training is given before a new employee is assigned a company vehicle and includes reviewing a video tape, a slide presentation, and a home study booklet.

The *Spirit of Safety Excellence Driver Recognition Program* began in June, 1993. This program rewards drivers who drive for five consecutive years without an avoidable accident. Drivers receive a recognition certificate, a key chain, and a gift selection, depending on the level of years of safe driving they have achieved. The first awards given were retroactive to drivers' hire dates; 1,186 awards were given in the first two years of the program. In April 1995, in partnership with their insurance carrier, the driver recognition program was enhanced by the addition of Safe Driver Pins. These pins are given for each consecutive 12-month period without an avoidable accident. With these pins, each safe drivers receives recognition every year, not just in the year they reach a new five-year plateau.

### Results

Since the program's inception, crash-related costs have declined more than 36 percent, and there have been no fatalities. Lorillard's worker's compensation premium was reduced by \$237,000 during a two-year period because of a substantial decrease in claims. In addition, in one year, Lorillard received a \$50,000 reduction in their auto liability premium an additional \$500,000 liability premium reduction the following year.

# Simplex Time Recorder Company

## Gardner, MA

### **Background**

Simplex Time Recorder is a sole proprietorship with approximately 2,450 drivers. Much of its commitment to traffic safety is due to the owner's concern for employee safety. The company's self-insured status, both in property damage and liability, also prompts it to be particularly safety conscious.

### **The Problem**

One major reason Simplex decided to begin a workplace traffic safety program stemmed from the company experiencing two large liability claims involving employees.

### **The Program**

The traffic safety program at Simplex includes strictly enforced alcohol and safety belt policies, as well as mandatory attendance at a three-hour classroom driver training course every two years for all fleet drivers. Motor vehicle records (MVR) are checked for all employees at the time they are hired and each year thereafter. Checks are also done on employees' spouses, who are the only authorized additional drivers of company cars. Simplex rewards its drivers with certificates, plaques, and cash awards for exemplary traffic safety records. Simplex also trains each driver once every three years in a behind-the-wheel program.

### **Results**

In a six-year period following implementation of its employee traffic safety program, Simplex cut liability expenses by \$4.1 million, despite adding 650 drivers and vehicles to its fleet during that time. An official in Simplex's Fleet Management division figures that the company saves \$5 for every \$1 it spends on traffic safety. Additionally, Simplex has won two Fleet Safe Driving Awards from the National Safety Council for 1993 and 1994.

# Bob Evans Farms, Inc.

## Columbus, OH

### Background

The transportation division of Bob Evans Farms, Inc., operates as a private carrier. The corporate office is in Columbus, Ohio, but the company maintains two transportation garages in Hillsdale, Michigan and Bidwell, Ohio. The company owns 24 semis, 27 refrigerated trailers and employs 42 drivers. The company has always been safety-conscious, but felt the need to make a good program even better.

### The Problem

Bob Evans employees have enjoyed an outstanding record of safe driving. The transport drivers record more than two million miles per year. The company is constantly looking for new ideas and programs to present to the drivers to keep their awareness of safety on the road a top priority.

### The Program

Bob Evans has introduced defensive driving courses in the regular safety meetings held throughout the year. The Ohio Partnership for Traffic Safety (OPTS) and the Network of Employers for Traffic Safety (NETS) have provided innovative and educational materials to support these meetings. In 1991, the company introduced the *Safe Driving Award Program*. This program uses Bob Evans stock to reward drivers for continuous years of safe driving.

### Results

Bob Evans Farms has an outstanding safety record. In the last ten years, their drivers have been involved in three accidents and they ruled only one of those as preventable. They are extremely proactive in the safety field and work daily to keep safety as a top priority with their drivers and management team.

# Defense Supply Center, Columbus

## Columbus, OH

### Background

The Defense Supply Center, Columbus (DSCC) is a 640-acre federal facility that employs approximately 2,500 employees. They also provide services to more than 4,000 employees in tenant activities that are at the Center or in close proximity. DSCC is a federal inventory control point and procurement facility. They manage the distribution of supplies for their military customers and contractors.

### The Problem

Many employees travel as far as 50 miles to reach their worksite. The safety of employees is important to DSCC and they felt a need for safe-driving programs to help communicate safety issues.

### The Program

To promote seat belt use, DSCC made it mandatory that all employees operating a motor vehicle on company time wear their seat belt. They also require the use of a motorcycle helmet when operating a motorcycle on Center property. Initially, they conduct random inspections of vehicle operators to ensure they are not only using their seat belts, but that their vehicle is in a safe condition. Inspections are conducted on both personal and government vehicles. Rewards are given during inspections to employees observed complying with seat belt requirements. The company supports the Ohio Partnership for Traffic Safety (OPTS) and the Network of Employers for Traffic Safety (NETS). They use OPTS/NETS products and services and other brochures, pamphlets, videos and presentations to emphasize safe driving procedures.

### Results

Following a worksite presentation on seat belt usage, an employee leaving on vacation encouraged his family to buckle-up. They were involved in an accident and could have been seriously injured if they were not wearing their seat belts. The employee thanked DSCC for their concern to make employees aware of safety issues. As a result of DSCC's safety program, seat belt usage has exceeded 70%. Employees are no longer observed fumbling trying to put their seat belt on before entering the Center as they have already been using it.

# Instantwhip Foods, Inc. and Franchises

Columbus, OH

## Background

Instantwhip Foods, Inc. was established in 1933 as Aeration Processes, Inc. The Company's initial product was whipped cream dispensed from returnable aerosol containers. Instantwhip Foods has gained international recognition in the food service industry as a manufacturer and distributor of fine refrigerated food products. More than 75% of Instantwhip's fleet consists of refrigerated straight trucks. The company is known for its national distribution network and the neighborhood service provided by its route sales representatives.

## The Problem

Personalized service is one key to the success of Instantwhip in the food service industry. Instantwhip recognized the importance of protecting the safety of its greatest asset—the route sales representative.

## The Program

Instantwhip developed a formal fleet safety program in 1984. The program consists of a comprehensive background check before the employment of any route driver. Further, motor vehicle record (MVR) checks are conducted a minimum of twice a year. Instantwhip's safety program is "owned" by the drivers, as they are actively involved in the monthly safety meetings. Every month, the drivers review a case study of an actual collision from the National Safety Council Accident Review Committee. This enables Instantwhip's drivers to become more efficient in recognizing hazards in their daily routine. The drivers and each Instantwhip franchise are recognized annually for their safety efforts as part of the *Fair Equitable Recognition Program*. Instantwhip also supports the Ohio Partnership for Traffic Safety (OPTS) and the Network of Employers for Traffic Safety (NETS) and uses their products and services as part of their safety program.

## Results

Not only have the drivers benefited from a safer work environment, but the company has also realized tangible benefits from their fleet safety program. With a 25% decrease in collision frequency and a 49% decrease in severity, Instantwhip has enjoyed a 55% decrease in premiums paid since 1987.



# Ryder Commercial Leasing & Services

## Columbus, OH

### **Background**

Ryder Commercial Leasing & Services is a national truck leasing and rental company that provides businesses equipment to meet their transportation needs. Trucks of all sizes are available for rent by companies needing a truck temporarily, or leased by companies who want Ryder to supply trucks and all the services that accompany them, including a safety program.

### **The Problem**

Many of Ryder's customers are self-insured or have high deductibles and may pay thousands of dollars in unnecessary costs due to vehicle accidents. These costs are generated from both repairs made to equipment and medical expenses.

### **The Program**

Ryder has district safety managers in 70 districts throughout the nation. These safety managers give customers advice and consultation regarding the Department of Transportation regulations and overall safety and safety training for drivers. Some topics include handling hazardous materials, drug and alcohol abuse, driver risk control, defensive driving, and vehicle backing, among others. Ryder uses highway safety training and educational materials provided by the Ohio Partnership for Traffic Safety (OPTS) and the Network of Employers for Traffic Safety (NETS) to supplement their program.

Ryder has an extensive awards program for their drivers. Annual awards are given to every driver who completes a full year of driving without an accident. Award winners receive a gold pin and a certificate showing the number of years of accident-free driving. Each district selects a "Driver of the Month" who receives recognition in the local newspaper, a plaque, a "Safe Driver" belt buckle, and is taken to dinner. The "District Driver of the Year" award is a more prestigious recognition with higher rewards. The "District Driver of the Year" competes for Ryder's "National Driver of the Year" award.

### **Results**

Ryder offers every leased customer the opportunity to send drivers to at least one safety meeting each year. Those companies who have sent drivers more frequently experienced greater results because of the added exposure their drivers had to safety programs. One leased customer had an average of nine accidents per year over a three-year period. They became involved in the Ryder safety program and sent their drivers to quarterly safety meetings. As a result, they reduced their accidents from nine to just one per year.

# City of Newport News

## Newport News, VA

### Background

The City of Newport News has approximately 2,700 employees. Newport News is self-insured for workers' compensation and vehicle liabilities. The vehicle safety program is administered as a cooperative effort between the school system, risk management and city departments. One such department, the Department of Public Utilities (Waterworks) has approximately 200 drivers. Waterworks decided to use the Network of Employers for Traffic Safety (NETS) program to establish a benchmark to evaluate present programs and further improve traffic safety.

### The Problem

Although the city is proactive when it comes to traffic safety, with each department having various safety programs, creating a uniform safety process presented several challenges for the risk manager. The city's existing defensive driving program provides techniques in accident avoidance for employees who drive passenger cars. Although these techniques are effective for these drivers, some drivers do not operate passenger cars in their daily job. Therefore, employees who operate light, medium and heavy vehicles were not receiving sufficient instruction in accident avoidance.

### The Program

Waterworks began providing defensive driving techniques for employees who operate light, medium and heavy motor vehicles. The department supplements this program with the National Safety Council's defensive driving course entitled, "Coaching the Maintenance Vehicle Operator," which includes behind-the-wheel exercises. The purpose of the program is to prevent collisions and injuries by focusing on preventive maintenance inspections and safe driving techniques. The city uses the *NETS Four Seasons Guide to Traffic Safety* and the National Highway Traffic Safety Administration (NHTSA) fact sheets for the education portion of the program.

### Results

The improved program showed that from 1990 to 1994, Waterworks had a 60% reduction in motor vehicle crashes and personal injury occurrences. Overall, the city reduced its workers' compensation cost by approximately \$1.2 million in a two-year period. In addition, the city's liability premium was reduced by \$250,000 in one year. A savings of \$1.4 million in two years clearly shows the value of safety. With these further improvements in the defensive driving program, Waterworks and the City of Newport News will see even greater cost savings.

# Central Ohio Transit Authority

## Columbus, OH

### **Background**

The Central Ohio Transit Authority (COTA) is a fixed-route urban mass transit system that logs over 9 million miles a year. The company's commitment to traffic safety rises from concern for passengers, pedestrians, motorists and employees. COTA's mission statement and operating policies stress safety first.

### **The Problem**

With more than 415 bus operators, 24 truck drivers and street supervisors driving in company vehicles, COTA must reduce traffic accidents in both preventable and non-preventable categories regardless of road, traffic or weather conditions.

### **The Program**

All COTA bus operators participate in a mandatory 8-hour annual refresher training course. In addition, COTA began an intensive Commercial Driver's License (CDL) training program for all operators when CDL's were made mandatory for bus operators. Safe drivers are awarded with certificates, plaques and U.S. Savings Bonds, depending upon the cumulative years of safe driving achieved. Safe drivers are eligible to compete in an annual "Bus Rodeo" competition, and "Operator of the Month" and "Operator of the Year" programs. Operators with more than 25 years of safe driving receive special recognition from the National Safety Council. COTA supports the Ohio Partnership for Traffic Safety (OPTS) and the Network of Employers for Traffic Safety (NETS). The company uses OPTS/NETS products and services along with radio announcements, electronic messages in its employee lounges, bulletin boards and other various means to communicate traffic safety alerts and tips to its drivers.

### **Results**

Since 1990, COTA has received three national safety recognitions from the American Public Transit Association (APTA). These included two certificates for traffic safety and the national award for traffic safety achievement. COTA has improved its average miles between accidents from 26,000 miles in 1990 to more than 38,000 miles in 1995.

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